User
ID: Unique ID of the user (automatically generated)
Name: Full name of user
Email: Email address of user

Profile
User ID: Unique ID of a user that exists in the User table
Interests: Interests of the associated user
Age: Age of the associated user

Location
User ID: Unique ID of a user that exists in the User table
Address: Full address of the user

Session
User ID: Unique ID of a user that exists in the User table
Device: Mobile device that they used for this session on the application
Duration: Amount of time in minutes that this user stayed active on the application during this session

Content
ID: Unique ID of the content that was uploaded (automatically generated)
User ID: Unique ID of a user that exists in the User table
Type: A string detailing the type of content that was uploaded
Category: A string detailing the category that this content is relevant to
URL: Link to the location where this content is stored

Reaction
Content ID: Unique ID of a piece of content that was uploaded
User ID: Unique ID of a user that exists in the User table who reacted to this piece of content
Type: A string detailing the type of reaction this user gave
Datetime: The date and time of this reaction

ReactionTypes

Type: A string detailing the type of reaction this user gave

Sentiment: A string detailing whether this type of reaction is considered as positive, negative or neutral

Score: This is a number calculated by Social Buzz that quantifies how "popular" each reaction is. A reaction type with a higher score should be considered as a more popular reaction.

Profile

Column	Data type
User ID	UUID
Interests	Array
Age	Integer

Location

Column	Data type
User ID	UUID
Address	String

User

Column	Data type
User ID	UUID
Name	String
Email	String

Session

Column	Data type
User ID	UUID
Device	String
Duration	Float

Content

Column	Data type
Content ID	UUID
User ID	UUID
Type	String
Category	String
URL	String

Reaction

Column	Data type
Content ID	UUID
User ID	UUID
Type	String
Datetime	Timestamp

ReactionTypes

Column	Data type
Type	String
Sentiment	String
Score	Integer